

# Communicating with the Millennial Generation



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# How Will WIC Adapt to Millennial's Tech- Savvy Needs?

- Comparing generations
- Who is the Millennial generation?
- What we know about Millennial's internet activities
- Communicating with Millennials





# Millennials Need Constant Contact

- Millennials are *digital natives*: born into an era in which digitally provided services are commonplace
- *Digital immigrants* are those that learned to use digital services later in life
- Expect nomadic, anytime, anywhere communications
- Learn more through trial and error and experience than from traditional models of learning such as reading
- Most enjoy interactive full motion multimedia, color images, and audio

Source: "Reinventing Library Buildings and Services for the Millennial Generation".  
*Library Administration & Management*, Vol. 19, No. 4. (2005).



# Four Distinct Generations

## Characteristics by Generation

	Veterans (1922-1945)	Baby Boomers (1946-1964)	Generation X (1965-1980)	Millennials (1981-2001)
Core Values	Respect for authority Conformers Discipline	Optimism Involvement	Skepticism Fun Informality	Realism Confidence Extreme fun Social
Communication Media	Rotary phones One-on-one Write a memo	Touch-tone phones Call me anytime	Cell phones Call me only at work	Internet Picture phones Email
Interactive Style	Individual	Team player Loves to have meetings	Entrepreneur	Participative

Source: "Mixing and Managing Four Generations of Employees." *FDU Magazine Online*. 2005.

# Discussion

What is your experience with generational differences?



# On the cutting edge of technology and multitasking

- Second largest generation in US history; more ethnically and racially diverse than previous generations
- Expect speed, convenience, flexibility and power of digitally provided services and resources
- Keep their time and commitments flexible in order to take advantage of better options; expect other people and institutions to give them more flexibility



# On the cutting edge of technology and multitasking



- Excel at juggling several tasks at once; efficient in their use of time
- Expect their services instantly
- Difficulty dealing with delays, waiting in line, or any other “counterproductive” processes



# Internet Activities of Millennials



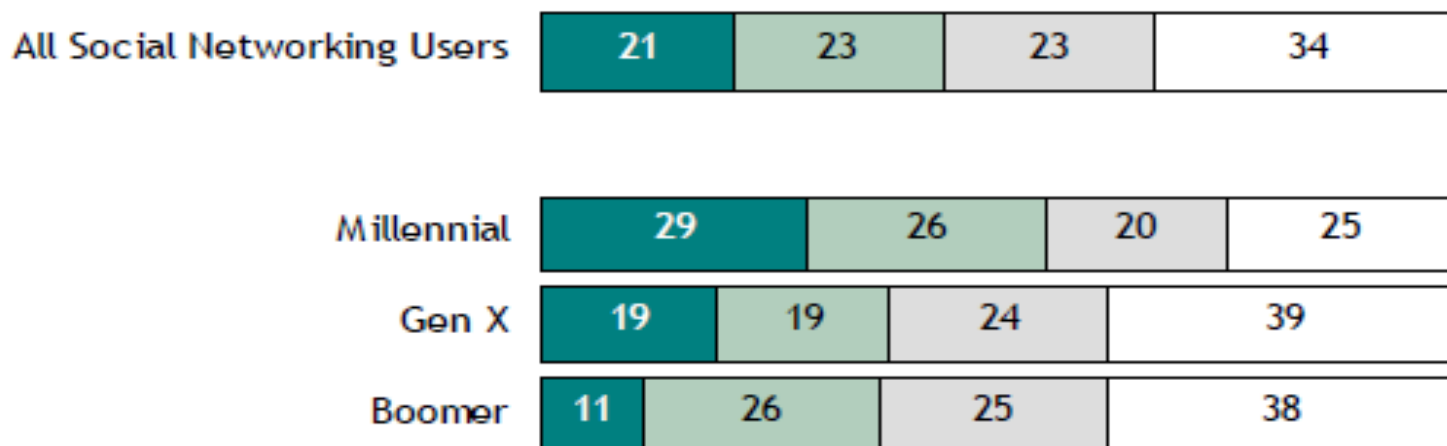


# Social Networking

## Millennials Make Frequent Visits to Social Networking Sites

% of social networking users who visit the site they use most often ...

■ Several times a day ■ Once a day □ Every few days □ Once a week or less



Note: Based on adults who have their own social networking profile. Silent Generation not shown because of small sample size. "Don't know/Refused" responses not shown.

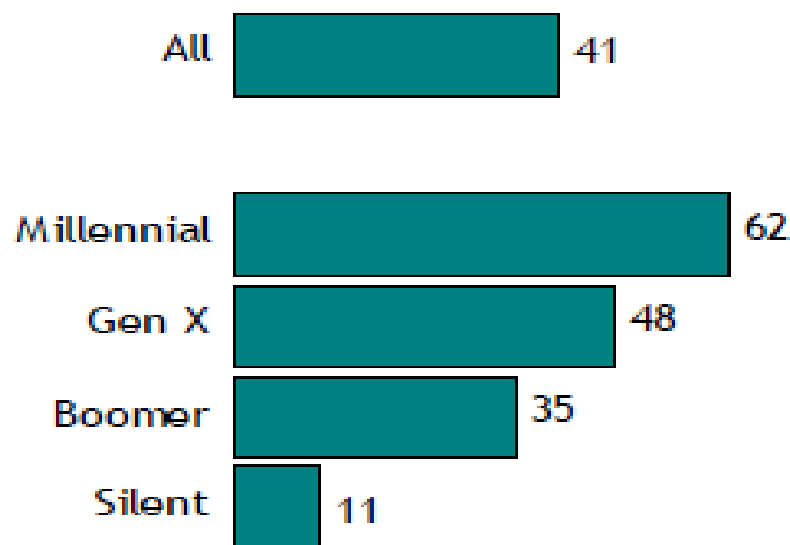
PewResearchCenter

Source: Pew Internet & American Life Project. "MILLENNIALS  
A Portrait of Generation Next. Confident. Connected. Open to Change." February 2010.

# Wireless Internet Usage

## More Millennials Connect to Internet Wirelessly

% who connect to the internet wirelessly using a laptop or hand-held when away from home or work



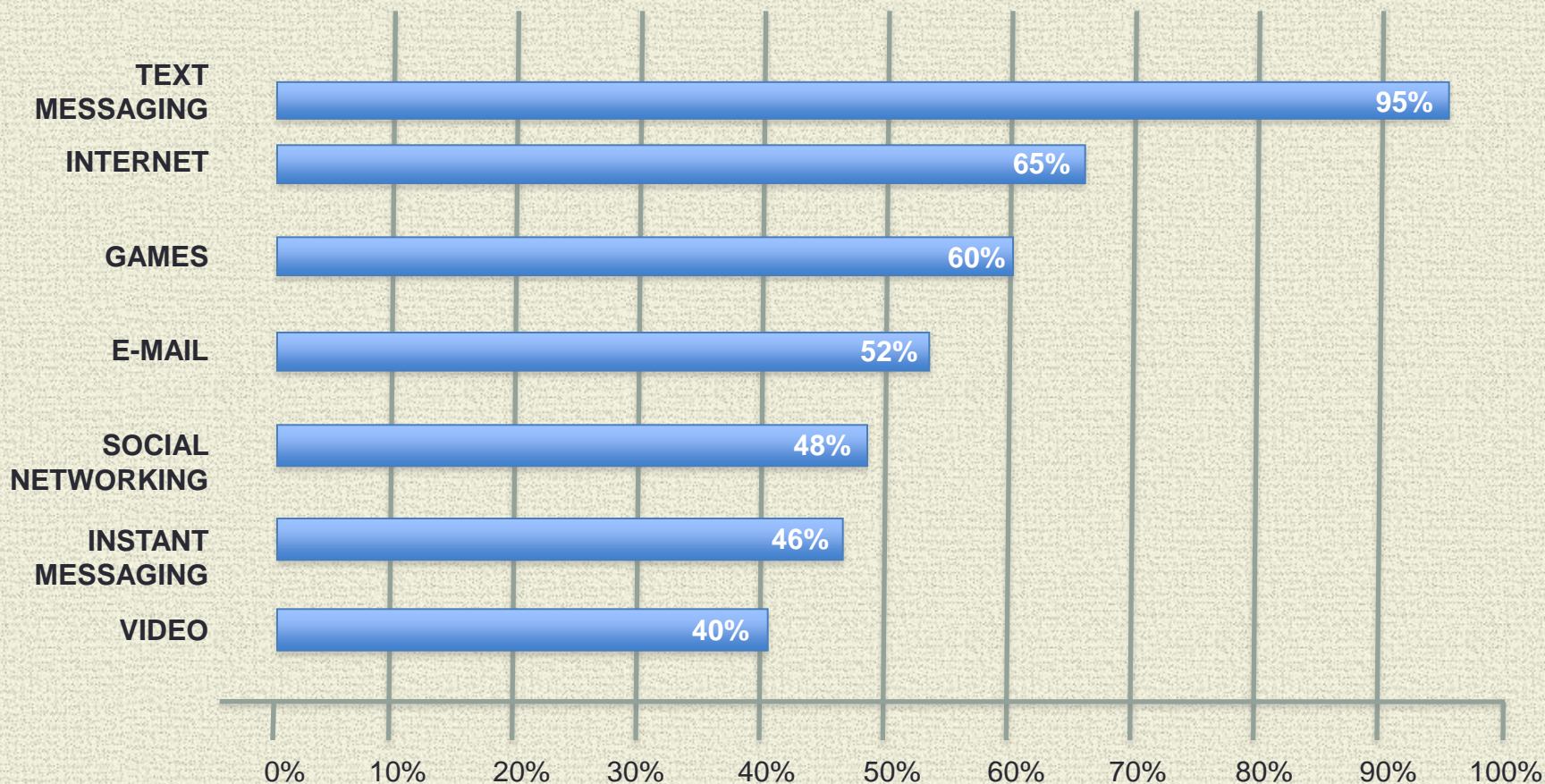
PewResearchCenter

Source: Pew Internet & American Life Project. "MILLENNIALS  
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# Young Adults Usage of Mobile Apps

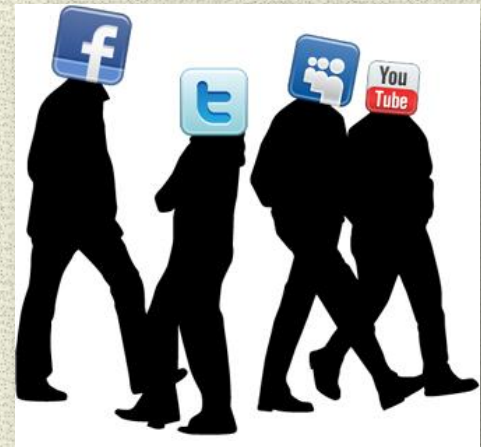
Percentage of young adult cell phone owners and how they choose to use their smartphone



Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey.

# Meeting the Expectations of Millennials

- Designing the communication tools that reach WIC's participants
- Creating instant answers to participant's questions according to their preferred method of communication
- Providing resources for families, nutrition education, and breastfeeding support through embracing current technology
- What are your suggestions?





# Your Impression and Comments...



# Questions

